

DIESEL

CELEBRATING WITH PRIDE

(we have the right to be who you are is not up for others to discuss, ever.)

Breganze, Italy. May 22th. DIESEL introduces its first ever capsule collection celebrating all LGBTQ+ genders worldwide. The drop will hit stores in May and will be sold globally throughout Pride season.

The designs are easy-to-wear yet impactful at the same time: each item recalls the rainbow motif, interpreting the powerful LGBTQ+ colors as either bands, stripes or lettering. A majority of the pieces also display an alteration of DIESEL's D Denim Division logo. The classic icon has been updated with text rendered in rainbow, and a switch to the phrase "Denim Division" replaced by the word "Pride."

The Pride capsule comes in over 20 items including tees, bodysuits, shorts, hats, visors, socks, briefs, thongs, jock-straps and more. The perfect wardrobe for a Pride parade, or for lounging at home—no matter what, each piece exudes **vibrancy** and **self-love**.

In partnership with its parent company's Only The Brave Foundation, DIESEL will do a donation to *The Stonewall Inn Gives Back Initiative* (SIGBI), the no-profit organization that supports LGBTQ+ social initiatives worldwide, promoting tolerance and equality. DIESEL and OTB Foundation are proud and honored to contribute to the cause of The Stonewall Gives Back Initiative, in remembrance and celebration of the 50th anniversary of the Stonewall riots.

Diversity and inclusion have always been foundational values for DIESEL. Being who we are should never be up for debate, approval, or judgment. Respect is liberating, and DIESEL stands to celebrate and promote Freedom. For Successful Living.